

CHAPTER I

INTRODUCTION

1.1 Background of Apprenticeship

In the current era, apprenticeships have been recognized as an effective workforce solution that combines practical on-the-job training with classroom learning. Apprenticeships can provide individuals with valuable skills and qualifications while meeting the evolving needs of employers. As the economy adapts to technological advances and labor market changes, apprenticeships continue to play a vital role in developing a skilled workforce capable of tackling contemporary challenges. Based on data from Britannica.

An apprenticeship is a structured training program that combines work experience with classroom learning, designed to equip individuals with the skills required for a particular trade or profession. The main objective of the internship program is to provide hands-on experience while ensuring that the student intern gains theoretical knowledge relevant to their field. Student interns will be well prepared to encourage personal development, communication skills, teamwork, and future careers, which often results in higher employment rates and better job prospects upon completion of the program.

The internship program is part of the educational curriculum at State Polytechnic of Bengkalis, which plays an important role in bridging the gap between academic knowledge and practical experience. Bengkalis State Polytechnic was established in 2000. The Bengkalis Regency Government, through the Gema Bahari Foundation, established a college under the name Bengkalis Shipbuilding Polytechnic. In its journey, the Bengkalis Shipbuilding Polytechnic changed its name to Politeknik Bengkalis and was under the Bangun Insani Foundation (YBI) Bengkalis, but in 2008, its status changed to a state polytechnic through the Regulation of the Minister of National Education. State Polytechnic of Bengkalis has a vision and mission to become a superior polytechnic oriented towards developing competent human resources in the fields of technology,

business, and industry. Therefore, until now, State Polytechnic of Bengkalis has continued to develop various study programs that are very relevant to the needs of the job market, both at the local, national, and international levels. Based on data from polbeng.ac.id

The programs at State Polytechnic of Bengkalis are designed to equip students with technical and non-technical skills, which are in line with the needs of industry at national and international levels. Through a practice-oriented curriculum, State Polytechnic of Bengkalis ensures and prepares students with practical skills so that graduates have relevant experience and up-to-date knowledge. Therefore, one of the effective ways to prepare students is through an internship program, so that students can practice the theoretical knowledge gained during lectures in real work situations so that they can better understand how these theories are applied in daily work. This internship experience is also an integral part of the educational journey, allowing for the development of critical thinking and problem-solving skills while working alongside experienced professionals in leading companies.

As such, State Polytechnic of Bengkalis offers a range of diploma programs designed to equip students with practical skills and theoretical knowledge that are essential to their careers. State Polytechnic of Bengkalis offers 18 diverse study programs, including the Diploma in English for Business and Professional Communication. The Diploma in English for Business and Professional Communication is designed to prepare students with the English language skills required in business and professional contexts. In today's era of globalization, the ability to communicate in English is becoming increasingly important for professionals in various fields. This diploma focuses not only on language acquisition but also on the application of communication skills in real business contexts. With an integrated curriculum, students not only learn the language but also understand important aspects of business communication, such as negotiation, presentation, and report writing.

As part of the curriculum, students of the Diploma in English for Business and Professional Communication at State Polytechnic of Bengkalis are required to

undergo an internship program. This program allows students to gain hands-on experience in the business and professional rlds. Thus, to carry out practical work activities for a maximum of six months and a minimum of four months. Therefore, the author chose PT. Bina Pertiwi Pekanbaru, as one of the places to carry out practical work activities for four months. During the implementation of practical work at PT. Bina Pertiwi Pekanbaru, the author got a place in the Branch Administration Department (BA) section.

The implementation of this practical work starts from 19 August 2024 to 31 December 2024. The implementation of this practical work is expected to improve students' technical skills and gain greater insight into the world of work and industry. An internship is a bridge that connects the academic world with the professional world and strengthens students' readiness to face future challenges.

1.2 Purposes of the Apprenticeship

Practical work is a series of activities to provide practical learning experience for students, which allows students to apply theoretical knowledge in a real business context. Students who carry out practical work can add insight and knowledge and improve student skills obtained in the classroom.

The purpose of the implementation of practical work activities for students of the State Polytechnic of Bengkalis are:

1. To enable the author to experience practical challenges at PT Bina Pertiwi.
2. To sharpen technical and soft skills, including project and time management, as well as communication, during practical work at PT Bina Pertiwi.
3. To apply academic knowledge in a real-world environment at PT Bina Pertiwi.
4. To deepen the author's understanding of corporate culture, workflow, and operational strategies at PT Bina Pertiwi.
5. To gain practical experience using marketing tools and technologies for brand management and marketing strategies at PT Bina Pertiwi.

1.3 Significances of the Apprenticeship

The benefits of practical work activities for students and State Polytechnic of Bengkalis and its company are:

1. For Students (Apprentices)
 - a. To give students practical experience that complements their theoretical knowledge.
 - b. To develop skills like teamwork, communication, and problem-solving.
 - c. To build professional networks that benefit future careers.
 - d. To gain industry experience that enhances academic learning.
2. For State Polytechnic of Bengkalis
 - a. Improving student learning outcomes in practical work programs to help institutions produce graduates with practical skills, thereby increasing their employability.
 - b. To improve curriculum relevance by ensuring that the practical work programs offered are relevant to the evolving needs of the industry.
 - c. For a continuous improvement process in enhancing the quality of education by aligning it to global standards and enhancing the institution's reputation with a well-structured internship program will have a positive impact.
3. For PT Bina Pertiwi Pekanbaru
 - a. To provide opportunities for the author to develop practical skills and knowledge relevant to the industry. By being directly involved in the company's operational activities, the author can apply the theory that has been learned in college into real practice, thereby increasing the company's competence.
 - b. To obtain new perspectives and fresh ideas that can contribute to innovation within the company.
 - c. To be able to improve the company's image in the eyes of the public and attract the attention of qualified prospective employees and business partners.